



PATENT

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Andrej Gregov et al.  
Application No. : 09/848,608 Confirmation No.: 5996  
Filed : May 3, 2001  
For : PERSONALIZED PROMOTION OF NEW CONTENT

Docket No. : 249768044US1

Commissioner for Patents  
Washington, DC 20231

ELECTION UNDER 37 C.F.R. §§ 3.71 AND 3.73

AND POWER OF ATTORNEY

Sir:

The undersigned, being Assignee of the entire interest in the above-identified application by virtue of an Assignment filed concurrently herewith, a copy of which is enclosed, hereby elects under 37 C.F.R. § 3.71, to prosecute the application to the exclusion of the inventors.

Assignee hereby appoints JERRY A. RIEDINGER, Registration No. 30,582; MAURICE J. PIRIO, Registration No. 33,273; MICHAEL D. BROADDUS, Registration No. 41,637; CATHERINE HONG TRAN, Registration No. 43,960; ROBERT G. WOOLSTON, Registration No. 37,263; PAUL T. PARKER, Registration No. 38,264; JOHN M. WECHKIN, Registration No. 42,216; CHRISTOPHER DALEY-WATSON, Registration No. 34,807; STEVEN D. LAWRENZ, Registration No. 37,376; JAMES A.D. WHITE, Registration No. 43,985; EDWARD S. HOTCHKISS, Registration No. 33,904; JAMES NICKELSON, Registration No. 46,140; STEPHEN E. ARNETT, Registration No. 47,392; and DAVINA L. CHILDS, Registration No. 47,485, of Perkins Coie LLP, as the principal attorneys with full power of substitution, association, and revocation to prosecute said application, to transact all business in the

Patent and Trademark Office connected therewith, and to receive the letters patent therefor. Please direct all correspondence to Customer Number 25096.

Bar Code:

**\*25096\***

**25096**

PATENT TRADEMARK OFFICE

Pursuant to 37 C.F.R. § 3.73, the undersigned duly authorized designee of Assignee certifies that the evidentiary documents have been reviewed, specifically the Assignment to Amazon.com, Inc. filed concurrently herewith for recording, a copy of which is attached hereto, and certifies that to the best of my knowledge and belief, title remains in the name of the Assignee.

Amazon.com, Inc.

Date

August 13, 2001

  
\_\_\_\_\_  
L. Michelle Wilson

Vice President and General Counsel

SDL:jc

Enclosure:

Copy of Assignment

## ASSIGNMENT

WHEREAS, we, Andrej Gregov, Greg Linden, Josh Petersen, Brent Smith, and Jeremy Charles York ("ASSIGNORS"), having post office addresses of 4221 E. Lynn Street, Seattle, Washington 98112; 8045 36th Avenue NE, Seattle, Washington 98115; 3425 37th Avenue South, Seattle, Washington 98144; 10567 158th Avenue NE, Redmond, Washington 98052; and 14208 101st Place NE, Bothell, Washington 98011, respectively, are the joint inventors of an invention entitled "PERSONALIZED PROMOTION OF NEW CONTENT," as described and claimed in the specification for which an application for United States letters patent was filed on May 3, 2001 and assigned Application No. 09/848,608. This application claims the benefit of U.S. Provisional Application No. 60/272,397 filed February 28, 2001.

WHEREAS, Amazon.com, Inc. ("ASSIGNEE"), a corporation of the State of Delaware having a place of business at 1200 12th Avenue South, Seattle, Washington 98144, is desirous of acquiring the entire right, title, and interest in and to the invention and in and to any patents that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNORS hereby sell, assign, and transfer unto ASSIGNEE, its legal representatives, successors, and assigns, the entire right, title and interest in and to the invention as set forth in the above-mentioned application, including any continuations, continuations-in-part, divisions, reissues, re-examinations, or extensions thereof, any other inventions described in the application, and any and all patents of the United States of America and all foreign countries that may be issued for the invention, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from the United States application to which foreign applications are entitled by virtue of international convention, treaty or otherwise, the invention, application and all patents on

the invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNORS had this assignment, transfer, and sale not been made.

UPON THE ABOVE-STATED CONSIDERATIONS, ASSIGNORS agree to not execute any writing or do any act whatsoever conflicting with this assignment, and at any time upon request, without further or additional consideration but at the expense of ASSIGNEE, execute all instruments and documents and do such additional acts as ASSIGNEE may deem necessary or desirable to perfect ASSIGNEE's enjoyment of this grant, and render all necessary assistance required for the making and prosecution of applications for United States and foreign patents on the invention, for litigation regarding the patents, or for the purpose of protecting title to the invention or patents therefor.

ASSIGNORS authorize and request the Commissioner of Patents and Trademarks to issue any Patent of the United States that may be issued for the invention to ASSIGNEE.

8/13/01  
Date

Andrej Gregov  
Andrej Gregov

State of Washington)

County of King)

ss.

I certify that I know or have satisfactory evidence that Andrej Gregov is the person who appeared before me, and the person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.



Dated August 13, 2001

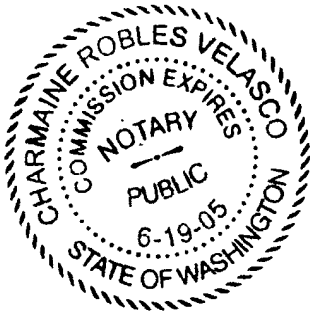
Signature of Notary Public Charmaine Robles Velasco

Printed Name Charmaine Robles Velasco

My appointment expires June 19, 2005

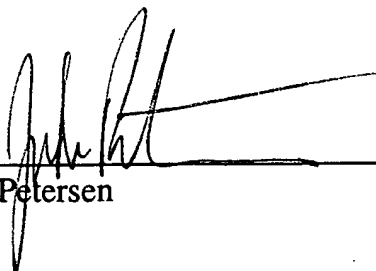
8/13/2001  
Date \_\_\_\_\_  
Greg Linden  
State of Washington )  
County of King ) ss.

I certify that I know or have satisfactory evidence that Greg Linden is the person who appeared before me, and the person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.



Dated August 13, 2001  
Signature of Notary Public Charmaine Robles Velasco  
Printed Name Charmaine Robles Velasco  
My appointment expires June 19, 2005

13 Aug 2001  
Date

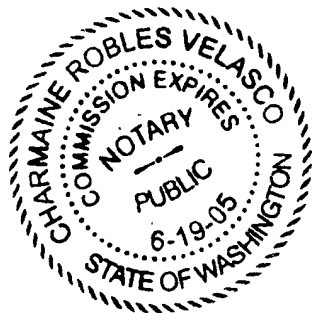
  
Josh Petersen

State of Washington )

County of King )

ss.

I certify that I know or have satisfactory evidence that Josh Petersen is the person who appeared before me, and the person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.



Dated August 13, 2001

Signature of Notary Public Charmaine Robles Velasco

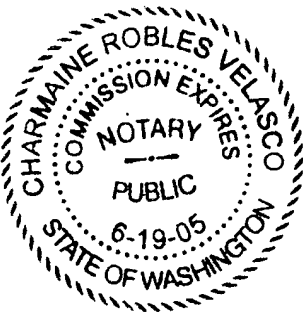
Printed Name Charmaine Robles Velasco

My appointment expires June 19, 2005

8/13/2001      Brent Smith  
Date      Brent Smith

State of Washington )  
County of King ) ss.

I certify that I know or have satisfactory evidence that Brent Smith is the person who appeared before me, and the person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.



Dated August 13, 2001  
Signature of Charmaine Robles Velasco  
Notary Public  
Printed Name Charmaine Robles Velasco  
My appointment expires June 19, 2005

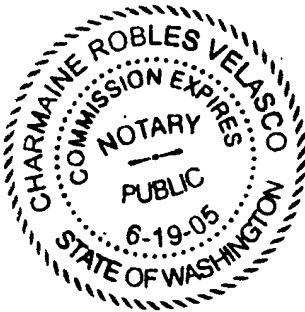


13 August 2001  
Date

Jeremy Charles York  
ss.

State of Washington  
County of King

I certify that I know or have satisfactory evidence that Jeremy Charles York is the person who appeared before me, and the person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.



Dated August 13, 2001  
Signature of Notary Public Charmaine Robles Velasco  
Printed Name Charmaine Robles Velasco  
My appointment expires June 19, 2005